Visual Arts Matters: The Nuts and Bolts of Exhibitions in Healthcare Settings

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Society for the Arts in Healthcare Consulting Service
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Mission & Goals

Goals for a specific exhibition
Connection with community
Show work of patients
Educate captive audience

Do your exhibition goals coincide with your program goals?
Getting the art
Where will the art come from?

You may know the artists……..

Professionals/amateurs

Patients

Staff

Community artists, guilds & groups

Regional artists
Or you may not……..

Traveling exhibitions/pre-existing exhibitions
Outside entity who brings in shows
Private collector loans
Combination of several sources
Who chooses the art?
Who chooses the art?

Art committee of employees, of volunteers

A single person

A professional curator

An arts-in-healthcare administrator
Who chooses the art?

What if there is inappropriate artwork?**

Know your audience
Deal with it early
Have policy in place

More about this later
Planning & policies

What’s your budget?

How often will the art change?

Who does the installation & take down, labeling/signage, upkeep; changes light bulbs?
Make friends with your maintenance department!
Planning & policies

What will you offer the artist?
Is artwork for sale?
Does your organization make a commission?
How does someone make a purchase?
Insurance and Paperwork

Insurance

Institutional policy, artist-held policy, other

Paperwork

Contracts

Inventory forms

Sales tracking method
Nuts & bolts: Getting it done

How do you handle receiving, packing & shipping?

What is a facilities report?

Do you need one?
Nuts & bolts: Getting it done

How do you secure the art?
Locked case
Staffed space
Open exhibition space with security hardware & vitrines
Exhibition and studio space together
Display Systems

http://www.arakawagrip.com
http://www.walkerdisplay.com

Security hanging systems: “security picture hanger sets” “T-lock system”

http://www.unitedmfrs.com
http://www.artright.com
http://www.framingsupplies.com
Challenges & opportunities

Theft or damage
   Report immediately to artist, insurance, administration & other stakeholders

** Inappropriate artwork

Difficult choices – if you decide not to exhibit something

Grievance process – if someone in your audience complains
Opportunities & challenges

Audience education

Stressful environment

Before exhibition is installed

Artist information

Explain curatorial reasons
Building an audience

Word of mouth

Art ambassadors

Location, location, location
Building an audience

Exhibitions and special events:

- artist demonstrations
- art-making
- live music
- partnering
Building an audience

PR/marketing

What vehicles already in place?

What needs to be created?

Postcards, openings, etc.

Mailing lists?

Who can help?

Who pays for it?
Questions ? ?
Thank you for your participation!
We hope we’ve answered your questions.
Please fill out and return the evaluation form.

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